

## Message Text

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PAGE 01 BRUSSE 02494 151952Z  
ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W  
-----160729Z 044698 /20

R 151718Z MAR 77  
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AMEMBASSY LUXEMBOURG  
AMEMBASSY THE HAGUE

UNCLAS BRUSSELS 2494

E.O. 11652: N/A  
TAGS: BEXP, BE, NE, LU  
SUBJECT: BENELUX TRADE MISSIONS

1. DURING THE PAST 12-MONTH PERIOD WE HAVE WORKED ON THREE  
TRADE MISSION EVENTS (HEALTH CARE TSS, WATER POLLUTION  
CONTROL TM, AND COMPUTER AIDED BUSINESS TM). WE NOW  
BELIEVE THAT WE HAVE ENOUGH EXPERIENCE FROM THESE EVENTS  
TO DRAW SOME CONCLUSIONS.

2. THE BELGIAN MARKET IS WELL DISPOSED TO THIS TYPE OF  
TRADE PROMOTION TECHNIQUE. WITH ADEQUATE PUBLICITY  
INVOLVING EXTENSIVE MAILINGS, FULL COOPERATION OF INDUSTRY  
FEDERATIONS AND ASSOCIATIONS, AND SUITABLE TAILOR-MADE  
APPOINTMENTS WHEN TIME IS AVAILABLE, WE HAVE BEEN  
PLEASANTLY SURPRISED BY THE RESPONSE OF THIS SMALL AND  
OFTEN SATURATED MARKET TO AN INTERESTING MISSION COMPOSED OF RE-  
PRESENTATIVES OF SOME PROMISING COMPANIES.

3. TRADE MISSION TECHNIQUE CAN BE VERY PROFITABLE FOR  
COMPANY PARTICIPATING BUT IS BY FAR MOST DEMANDING OF TIME  
AND ENERGY OF EMBASSY AND/OR CONSULATE GENERAL INVOLVED.

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THIS IS PARTICULARLY THE CASE WHEN PARTICIPATING FIRMS  
ARE LESS THAN SIX SINCE, WHETHER NUMBER IS THREE OR EIGHT,  
ALMOST IDENTICAL AMOUNT OF EFFORT IS REQUIRED TO ENSURE  
SUCCESSFUL MISSION. THUS, PER-COMPANY COST TO US IN  
REAL TERMS IS INORDINATELY HIGH IF MISSION IS REDUCED  
BELOW SIX-COMPANY LEVEL.

4. AS TO QUESTION OF MARKETING PROMOTION AND END RESULTS, MISSIONS CAN ONLY BE AS EFFECTIVE AS THE MEMBERS OF THE MISSION PERMIT. IF MOST OF THE FIRMS PARTICIPATING ARE NOT NEW-TO-MARKET, IF FIRMS ARE REPRESENTED BY LOCAL DISTRIBBUTORS, IF COMPANIES ARE "ON-AGAIN, OFF-AGAIN", OR IF THEY ARE NOT CLEARLY WITHIN THE MANUFACTURING SECTOR REPRESENTED BY THE MISSION, THEY UNDERMINE THE USEFULNESS OF THIS TECHNIQUE.

5. LATEST TM USEFULLY ILLUSTRATES SOME OF ABOVE POINTS. COMPUTER MISSION WAS VERY WELL RECEIVED IN BELGIUM, WITH JAM-PACKED PROGRAM FOR ALL MEMBERS, WELL-ATTENDED AND PRODUCTIVE RECEPTION AT RESIDENCE WITH CHARGE ACTING AS HOST, AND ALL MEMBERS APPARENTLY VERY PLEASED WITH BELGIAN PORTION. HOWEVER, ONLY FOUR AMERICAN FIRMS, REPRESENTING ONE OF OUR MOST DYNAMIC INDUSTRIES, TOOK PART. OF THESE, THREE HAD IN PLACE LOCAL BUSINESSMEN WHO PROBABLY DID NOT REQUIRE THIS TYPE OF EXPOSURE.

6. IN CONCLUSION, WE WOULD HOPE THAT TM AS PROMOTION TECHNIQUE NOT BE DISCARDED FOR BELGIUM WHEN SUITABLE TYPE AND NUMBER OF MISSION MEMBERS CAN BE FOUND. DECISION ON WHETHER TO CONTINUE SHOULD BE BASED ON RESOURCES AVAILABLE IN COMMERCE FOR RECRUITMENT PURPOSES. PAST PARTICIPANTS TELL US THAT THEY WERE GRATEFUL WHEN COMMERCE RECRUITERS TALKED THEIR FIRMS INTO TAKING PART IN TM BUT THAT SELLING JOB WELL IN ADVANCE WAS USUALLY REQUIRED.

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## Message Attributes

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**Review Markings:**  
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